



# *Trails Town, Iowa*

## *“For your mind and body”*

- **Art Trails** — Studios open every weekend!
- **Art Trails** — In downtown store windows!
- **Bike and Hike Trails** — Paved and extreme!
- **River Trails** — Relax in a canoe or a kayak!

Come to Decorah in the beautiful bluff country of Northeast Iowa for all the trails you need to feed your head and tune up your body!

Call the Decorah Area Convention and Visitors Bureau at 563-382-3990 or visit us on the web at [www.decoraharea.com](http://www.decoraharea.com) to learn why you'll celebrate **Trails Town, Iowa** refreshed in mind and body!

# **A Proposal for Decorah's Renaissance Based on Ideas Presented at The Roger Brooks Tourism Workshop**

## **Given that:**

- The Decorah Area has nearly 50 artist's studios in the NE Iowa Studio Tour.
- The biking/walking trail circling Decorah is nearly completed.
- The "off-road" trail system in Decorah is growing.
- That bike rentals are increasingly available in Decorah.
- That canoe and kayak and tube rentals are increasingly available.
- That Decorah has made strides in downtown paving and lighting.
- That Decorah is blessed with a beautiful natural setting.

## **It is proposed that:**

- Artists be approached to add one open studio weekend per year such that each weekend in April—October there would be 3-5 studios available for visitors to tour any given weekend. (Art Trails studios open every weekend)
- Merchants be approached to dedicate a portion of their window display to an individual artist during the period of April—October. (Art Trails downtown)
- Artists, hikers, bikers, river enthusiasts and merchants be drawn into a co-marketing plan to brand and promote Decorah as "Trails Town."
- Gateway signage be developed for the three entrances to the city that identify Decorah as "Trails Town"—including wayfinding signage.
- Downtown merchants act on Brooks' suggestions for attractive sidewalk displays up to two feet from the store.
- Restaurants be encouraged to add outdoor seating during April—October.
- City government and Betterment act to develop a "blade" signage plan for merchants to implement.
- City revive the angled parking plan coupled with single lane one-way traffic for the six blocks of Water Street
- A plan be devised to add "Trails Town" Gateway signage at both ends of the six-block business district.